AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1-25 (Canceled).

26.   (Currently Amended) A service providing system for providing a specified service by registering a user's personal information at a server by utilizing a ~~communication~~ portable terminal,

wherein the server comprises:

a personal database for registering the user's personal information sent from the ~~communication~~ portable terminal;

means for creating an ~~enciphered~~ electronic coupon bar code by presuming the user's tastes according to the user's personal information registered in the personal database, ~~and by specifying certain service~~ by preparing the electronic coupon content that suits the user's tastes[[;]] and by encoding the prepared electronic coupon content; and

means for delivering image data, including the electronic coupon bar code, to the user's ~~communication~~ portable terminal,

wherein the ~~communication~~ portable terminal comprises a storage means for storing the delivered image data and a displaying means for displaying the image data, and

wherein an information processing terminal having a bar code reader reads, using its bar code reader, the electronic coupon bar code contained in the image data displayed on the display means of the ~~communication~~ portable terminal, recognizes the

~~specified user and service~~ electronic coupon content according to the electronic coupon bar code that has been read, ~~executes~~ performs the necessary processing to provide a service according to the ~~service~~ recognized electronic coupon content, and sends new personal information generated by the service to the server so that the new personal information is reflected in the ~~service~~ electronic coupon content for the next delivery.

27.   (Currently Amended) The service providing system according to claim 26, wherein the server has a product information database for registering specified information according to a plurality of products,

wherein the means for creating the electronic coupon bar code creates an ~~enciphered~~ electronic coupon bar code ~~to specify~~ including a user ID code for the user,

wherein the information processing terminal specifies the user by reading, using its bar code reader, the electronic coupon bar code displayed on the display means of the ~~communication~~ portable terminal, and specifies a product selected by the user ~~among the plurality of products with their respective bar codes displayed thereon,~~ by ~~reading,~~ using [[its]] the bar code reader, ~~the bar code of the product selected by the user,~~ and sends ~~the bar code of the selected product as~~ information ~~regarding a~~ about the user's selected ~~purchased~~ product according to the specified [[of the]] user and product, and

wherein the server registers[[,]] ~~in the personal database~~[[,]] the received information about the user's ~~purchased~~ selected product, and presumes the user's tastes according to a purchase history of the user so that said presumption of the user's tastes is reflected in the ~~service~~ electronic coupon content for the next delivery.[[, and]]

~~wherein the purchase history is registered in the personal database and comprises a list of purchased products registered in the personal database.~~

28.   (Currently Amended) A machine readable storage medium having a program stored therein for causing a computer to download data in the service providing system according to claim 26 or ~~claim~~ 27.

29.   (Currently Amended) The service providing system according to claim 27, wherein the server specifies the ~~service~~ <u>electronic coupon</u> content for the next delivery on the basis of the user's purchase history in the personal database, so that a better service rate will be provided with regard to products having a high purchase frequency.

30.   (Currently Amended) The service providing system according to claim 27, wherein the server specifies the ~~service~~ <u>electronic coupon</u> content for next delivery on the basis of the information, which is registered in the product information database, regarding products for which a seller wants to increase sales, and on the basis of the user's purchase history in the personal database.

31.   (Currently Amended) The service providing system according to claim 27, wherein when the received bar code of the product purchased by the user corresponds to an identification of a previously determined discount product, the server notifies the information processing terminal of [[a]] <u>an electronic coupon bar code</u> ~~service~~ to allow application of the discount to the price of the product purchased by the user.

32.   (Currently Amended) A server for sending a bar code representing a specified ~~service~~ <u>electronic coupon</u> content to a ~~communication~~ <u>portable</u> terminal,

wherein the server comprises:

a personal database for registering a user's personal information sent from the ~~communication~~ portable terminal;

means for creating an ~~enciphered~~ encoded electronic coupon bar code by presuming the user's tastes according to the user's personal information registered in the personal database, [[and]] by ~~specifying certain service~~ preparing the electronic coupon content that suits the user's tastes, and by encoding the produced electronic coupon content; and

means for delivering image data, including the electronic coupon bar code, to the ~~communication~~ portable terminal, and

wherein when an information processing terminal having a bar code reader reads, using its bar code reader, the electronic coupon bar code contained in the image data displayed on ~~the~~ a display means of the ~~communication~~ portable terminal, recognizes, according to the electronic coupon bar code, the ~~user and the service~~ electronic coupon content that suits the user's tastes, performs the necessary processing to provide a service according to the ~~service~~ electronic coupon content that suits the user's tastes, and sends new personal information generated by the service to the server, the server updates the user's personal database on the basis of the received new personal information of the user and specifies the ~~service~~ electronic coupon content for the next delivery according to the updated new personal information of the user.

33.   (Currently Amended) The server according to claim 32, comprising a product information database for registering specified information according to a plurality of products,

[[and]] wherein the means for creating ~~an enciphered~~ the electronic coupon bar code creates the encoded electronic coupon bar code ~~to specify~~ that specifies the user according to the user's personal information,

wherein when the information processing terminal specifies the user according to the electronic coupon bar code displayed on the display means, and specifies a product selected by the user ~~among the plurality of products with their respective bar codes displayed thereon,~~ by reading, with its bar code reader, the bar code of the product selected by the user, and sends the information about the product purchased by the specified user to the server, the server registers the received information about the user's purchased product in the personal database, and presumes the user's tastes according to the user's purchase history so that such presumption of the user's tastes is reflected in the ~~service~~ electronic coupon content ~~to be delivered next time~~ for the next delivery.

34.   (Currently Amended) The server according to claim 33, wherein the server specifies the ~~service~~ electronic coupon content for next delivery on the basis of the user's purchase history registered in the personal database so that a service rate with regard to products of high purchase frequency will be increased.

35.   (Currently Amended) The server according to claim 33, wherein the server specifies the ~~service~~ electronic coupon content for a next delivery on the basis of

the information, which is registered in the product information database, ~~about~~ regarding products for which a seller wants to increase the sales, and on the basis of the user's purchase history registered in the personal database.

36.   (Currently Amended) The server according to claim 33, wherein when the received bar code of the product purchased by the user corresponds to an ~~identification~~ ID code of a previously determined discount product, the server notifies the information processing terminal of the ~~service~~ electronic coupon bar code to allow the discount on the price of the product purchased by the user.

37.   (Currently Amended) A service providing method for providing a specified ~~service~~ electronic coupon by registering personal information of a user at a server by utilizing a ~~communication~~ portable terminal,

wherein the method comprises the steps of:

registering the user's personal information sent from the ~~communication~~ portable terminal in a personal database;

creating an ~~enciphered~~ encoded electronic coupon bar code by presuming the user's tastes according to the user's personal information registered in the personal database, [[and]] by specifying specific electronic coupon ~~certain service~~ content that suits the user's tastes[[;]], and then by encoding the specified electronic coupon content; and

delivering image data, including the electronic coupon bar code, to the ~~communication~~ portable terminal,

wherein delivering comprises storing the delivered image data in and displaying

the image data on the portable terminal, and

wherein an information processing terminal having a bar code reader reads, with

its bar code reader, the electronic coupon bar code contained in the image data

displayed on the ~~display means of the communication~~ portable terminal, recognizes,

~~according to~~ the electronic coupon bar code, ~~the user and the service content that suits~~

~~the user's tastes,~~ performs the necessary processing to provide a service according to

the ~~service~~ recognized electronic coupon content ~~that suits the user's tastes~~, and sends

new personal information generated by the service to the server so that the new

personal information is reflected in the ~~service~~ electronic coupon content for a next

delivery.

38.   (Currently Amended) The service providing method according to claim 37,

wherein the method comprises the step of registering specified information according to

a plurality of products in a product information database, and the step of creating an

~~enciphered~~ encoded electronic coupon bar code to specify the user according to the

user's personal information,

wherein the information processing terminal specifies the user ~~by reading, with its~~

~~bar code reader,~~ according to the electronic coupon bar code displayed on the display

means, and specifies a product selected by the user ~~among the plural products with~~

~~their respective bar codes displayed thereon,~~ by reading, with its bar code reader, the

bar code of the product selected by the user, and sends information about the product

purchased by the specified user to the server, and

wherein the server registers the received information about the user's purchased

product, and presumes the user's tastes according to the user's purchase history so that

such presumption of the user's tastes is reflected in the ~~service~~ electronic coupon

content for next delivery.

39. (Currently Amended) A service providing system for providing a specified

service by registering personal information of a user at a server by utilizing a

~~communication~~ portable terminal,

wherein the server comprises:

a personal database for registering the user's personal information sent

from the ~~communication~~ portable terminal;

means for creating an ~~enciphered~~ electronic coupon bar code by

specifying ~~certain service~~ specific electronic coupon content according to the user's

personal information registered in the personal database; and by encoding the specified

electronic coupon content; and

means for delivering image data, including the electronic coupon bar code,

to the user's ~~communication~~ portable terminal,

wherein the ~~communication~~ portable terminal comprises storage means for

storing the delivered image data and display means for displaying the image data, and

wherein an information processing terminal having a bar code reader reads, with

its bar code reader, the electronic coupon bar code contained in the image data

displayed on the display means of the ~~communication~~ portable terminal, recognizes the

specified user and ~~service content~~ electronic coupon content according to the bar code,

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and performs <u>the necessary</u> processing to provide a service according to the ~~service~~

<u>electronic coupon</u> content.

40.   (Currently Amended) A service providing system capable of conducting

communication[[s]] between a ~~communication~~ <u>portable</u> terminal and a server through a

communication line,

wherein the server comprises means for creating an ~~enciphered~~ <u>electronic</u>

<u>coupon</u> bar code by specifying ~~certain service~~ <u>specific electronic coupon</u> content and

means for delivering image data, including the <u>electronic coupon</u> bar code, to [[the]] <u>a</u>

user's ~~communication~~ <u>portable</u> terminal, and

wherein the ~~communication~~ <u>portable</u> terminal comprises:

means for receiving the delivered image data;

means for storing the received image data; and

means for displaying the image data, and

wherein an information processing terminal having a bar code reader reads, with

its bar code reader, the <u>electronic coupon</u> bar code contained in the image data

displayed on the display means of the ~~communication~~ <u>portable</u> terminal, recognizes the

~~user and service~~ <u>electronic coupon</u> content according to the <u>electronic coupon</u> bar code,

and performs <u>the necessary</u> processing to provide a service according to the ~~service~~

<u>recognized electronic coupon</u> content.

41.   (Currently Amended) A service providing system for providing a specified

service at an information processing terminal ~~connected with a server via a network~~ by

registering personal information of a user at the server by utilizing a ~~communication~~ portable terminal,

wherein the server comprises:

a first personal database for registering the user's personal information sent from the ~~communication~~ portable terminal;

a second personal database for registering ~~information about a service utilized by the user,~~ the user's purchase history information [[is]] sent from the information processing terminal;

a product information database for registering information about a product;

means for creating ~~an enciphered~~ a membership bar code ~~according to~~ by encoding the user's personal information registered in the first personal database;

a ~~first~~ delivery means for delivering image data including the membership bar code to the user's ~~communication~~ portable terminal; [[and]]

~~a second delivery means for delivering a specified service content to the user's communication terminal,~~

wherein the ~~communication~~ portable terminal comprises means for storing the delivered image data and means for displaying the image data, and

wherein the information processing terminal having a bar code reader recognizes the user's personal information by reading, with the bar code reader, the membership ~~reads the~~ bar code contained in the image data displayed on the display means of the ~~communication~~ portable terminal, recognizes product information by reading, with the bar code reader, the bar code of the product selected by the user ~~according to the bar code, performs the processing to provide the service,~~ and sends the purchase history

information including the user's personal information and the product information about a new service generated in relation to the service to the server,

so that wherein the server registers the received purchase history information about the new service in the second personal database, specifies, among the product information database, in order to cause the information about the new service to be reflected in the service content regarding the product contained in the purchase history information, and sends the specified service content to the information processing terminal, and to be delivered by the second delivery means at the time of the next delivery.

wherein the information processing terminal performs processing according to the received service content with regard to the product selected by the user.

42. (New) The server according to claim 41, wherein the server presumes the user's tastes according to the user's personal information registered in the first personal database and the purchase history information stored in the second personal database, specifies, among the product information database, the product that suits the user's presumed tastes, and delivers information about the specified product via e-mail to the user's portable terminal.

43. (New) The server according to claim 41, wherein when the user's tastes are presumed according to the user's personal information registered in the first personal database and the purchase history information stored in the second personal database, and when the product contained in the received purchase history information is the product that suits the user's presumed tastes, the server changes the service

content specified among the product information database to the content more

advantageous to the user, and then sends such changed content to the information

processing terminal.